


The Role Of Fashion Involvement As A Mediator Between Shopping Lifestyle And Hedonic Shopping Motivation On Shopee Users' Buying Impulse In Bandar Lampung

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Article Info	ABSTRACT
Keywords: Shopping Lifestyle, Hedonic Shopping Motivation, Impuls Buying, Fashion Involvement.	The existence of impulsive behavior has a positive impact on business actors, especially in the fashion industry, because it can increase profits and accelerate the purification of goods in the fashion world; some trends will continue to roll with the times. This study examines the influence of Shopping lifestyle, Hedonic Shopping Motivation on impulse buying, and the role of Fashion Involvement in the influence of Shopping lifestyle Hedonic Shopping Motivation on buying impulse. This type of research is quantitative research. The primary data source used in the sampling technique is purposive sampling. The sample used was 100 samples. The data analysis technique used is Structural Equation Modelling. Based on the results of the study, it can be concluded that the shopping lifestyle variable affects the impulse buying variable, the hedonic shopping motivation variable affects the impulse buying variable, the fashion involvement variable can issue the Shopping lifestyle variable to the impulse buying variable and the fashion involvement variable cannot issue the Shopping lifestyle variable to the impulse buying variable.
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INTRODUCTION

The presence of the Internet helps consumers make shopping activities easier and increases the consumption of the Indonesian people, making Indonesia a potential e-commerce market. The growth of e-commerce is seen from the e-commerce mapping data on the iPrice website; Shopee, a mobile marketplace-based e-commerce that brings together sellers and buyers without meeting directly, can maintain its position in the first ranking as the most popular online shopping application on the Android and iOS platforms. Judging from consumer interest in visiting Shopee, it allows consumers to carry out unplanned buying behavior or impulse buying when visiting Shopee (Sari, 2021).

Shopee is a form of e-commerce that sells various products such as clothing, bags, food and beverages, home appliances, electronic devices, cosmetics, children's needs, and many more. With the increase in internet users, a forum for business people to develop their products in the world of E-commerce was born, one of which is Shopee E-commerce. According to a survey conducted by UMN Consulting, Shopee is the undisputed leader in e-commerce, with a market share of 71.46 percent, with the

dominance of Generation Z buyers. Posisi kedua Tokopedia yang menguasai pangsa pasar 19,45 persen. Other online marketplaces have numbers that are far from Shopee and Tokopedia. More and more internet shoppers are making impulse purchases due to the many attractive promotional offers and convenience, effectiveness, and efficiency in terms of time (Angela & Paramita, 2020). Buying goods and services online is often accompanied by added value through discounts, coupons, and other incentives, such as lower prices and more opportunities to get cash back on purchases.

People prefer to shop for self-pleasure or even to become a hobby because consumers want products or goods they do not have to fulfill their desires. This creates a sense of wanting to shop for consumers without planning. That way, the phenomenon of Impulse Buying or unplanned purchases may occur. Impulse buying is the desire of buyers or consumers to buy products or goods suddenly, spontaneously, reflexively, and automatically. Impulse buying is an activity or activity that arises naturally and occurs quickly (Ika et al., 2020). Understanding the existence of impulse buying can be used as a strategy for retailers to develop opportunities or shopping opportunities (Suwanti et al., 2023).

Developments in the economic field have given birth to a change in an individual's lifestyle. One of the activities or activities related to lifestyle is shopping. Shopping is not only an activity to choose and buy the necessary goods or products but also an activity to relieve boredom and boredom and as entertainment for some people. Each individual's lifestyle certainly has a different way of doing things. Lifestyle is also inseparable from the development of the times and technologists who are currently increasingly advanced (Ratu et al., 2021). Shopping Lifestyle describes a person's lifestyle based on how one spends or spends their money and time and how one lives. With the availability of time, a person can use their time to shop, and with the availability of money, it will create an increased purchasing power for products. This is related to consumers' perceptions of a product, especially someone's involvement in fashion products. The research results (Mahmudah, 2020) show that the Shopping Lifestyle affects Impulse Buying. Meanwhile, the research results conducted by (Rismawati & Firmantyas, 2022) show that Shopping Lifestyle does not affect Impulse Buying.

Hedonic Shopping Motivation is when a person purchases a separate product for fun. The increase in online shopping styles on e-commerce sites will affect consumers' lifestyles (Pramesti & Dwiridotjahjono, 2022). Hedonic shopping is an attempt to explore pleasure and how consumers seek to create pleasure. A person with a hedonistic nature usually has his reasons, namely, many needs that previously could not be met, new needs arise, and sometimes these needs are higher than the previous ones (Ratu et al., 2021). The creation of hedonistic shopping is due to the desire to shop for someone the latest trend model easily influences. The role of hedonic spending is not always shopping for oneself but for others. Usually, they are happier if they shop for hedonism for others than for themselves. Hedonistic shopping also appears when the product offered is on sale or can be bargained for a lower price, which can cause shopping. The results of the research conducted by (Gamaya & Suardana, 2024) show that Hedonic Shopping Motivation

affects Impulse Buying. Meanwhile, the results of the research (Ratu et al., 2021) show that Hedonic Shopping Motivation does not affect Impulse Buying.

Fashion Involvement means an individual's involvement in fashion products or other things related to fashion because of factors such as interests, needs, and influences on buyer satisfaction (Irawan et al., 2020). The term "fashion involvement" in fashion marketing refers to individuals' emotional involvement and attention to the category of fashion products, such as clothing, bags, and shoes. In this context, fashion involvement reflects the extent to which a person is interested, engaged, and concerned about aspects of the fashion world (Yulinda et al., 2022). Consumers see fashion as a social responsibility and adopt the latest clothing styles as part of their identity. Fashion involvement refers to an individual's interest in a clothing product, which arises from personal interests, needs, personal interests, and values associated with the product (Gamaya & Suardana, 2024).

The existence of impulsive behavior has a positive impact on business actors, especially in the fashion industry, because it can increase profits and accelerate the purification of goods in the fashion world; some trends will continue to roll with the times. Therefore, business actors must understand impulse purchase factors (Mahmudah, 2020). This helps companies take the proper steps to determine competitive strategies to overcome impulse buying behavior. This study examines the influence of Shopping lifestyle, Hedonic Shopping Motivation on impulse buying, and the role of Fashion Involvement in the influence of Shopping lifestyle Hedonic Shopping Motivation on buying impulse.

METHODS

This type of research is quantitative research. This research is explanatory research or research that analyzes the effects. The indicators measure Shopping lifestyle variables: 1. Regular activities meet all needs. 2. Social activities to be able to relate to others. 3. Shopping by choosing a shopping place shows the social status of consumers (Yulinda et al., 2022). Hedonic Shopping Motivation variables are measured using indicators: 1. Novelty, 2: experience, 3. Fun (Irawan et al., 2020). The Fashion Involvement (M) variable is measured using the following indicators: 1. Latest model, 2. Fashion important things, 3. Different from others, 4. Clothes show characteristics (Yulinda et al., 2022), and the Impulse Buying (Y) variable is measured using the following indicators: 1. Spontaneity, 2. Strength, compulsion, and intensity; 3. Excitement and stimulation, 4. Indifference to the consequences (Yulinda et al., 2022).

This study uses primary data through questionnaires distributed to respondents. The sampling technique used in this study is purposive sampling (Rifatin & Sudarwanto, 2021). The sample criteria, namely, active consumers and those with the Shopee application, have purchased fashion products on Shopee more than twice in transactions. The sample used was 100 samples. The data analysis technique used is Structural Equation Modelling based on Partial Least Square (PLS), where there are two stages (1) conducting a measurement model test, which is measured by internal consistency

reliability (composite reliability), convergent validity (AVE), and discriminant validity (Novilia et al., 2024), (2) conducting a structural model test, which aims to determine whether there is an influence between the constructs measured using the t-test from PLS (Ramadhani et al., 2021).

RESULTS AND DISCUSSION

Analysis *Structural Equation Modelling* (SEM)

Structural equation modeling analysis determines the structural relationship between the variables studied. The structural relationship between the variables was tested for compatibility with *the goodness-of-fit index*. The following are the full model results of the study using SEM shown in the following Table:

Table 1. *Goodness-of-Fit Index* Full Model

No.	Ukuran GOF	Match Points	Result	Conclusion
1	Chi-Square	Expected small	463,190	Poor fit
2	Probability	P >0,05	0,000	Poor fit
3	RMSEA	< 0,08	0,080	Good fit
4	CMIN/DF	< 5,00	2,517	Good Fit
5	GFI	< 0,90	0,824	Good fit
6	AGFI	> 0,90	0,780	Marginal Fit
7	TAG	> 0,95	0,674	Marginal Fit
8	CFI	> 0,95	0,714	Marginal Fit

Source: Data results processed by the year 2024

Based on Table 1 of the estimated value of goodness fit structural models, most of them have good values, namely Chi-Square, Probability, RMSEA, CMIN/DF, GFI, AGF, TLI, and CFI overall, the estimated structural model is acceptable, so it can be said that the relationship of various constructs in this variable is structural. The use of 3 to 5 *criteria of goodness of fit* is considered sufficient to assess the feasibility of a model. Therefore, the research on *the goodness fit structural model* above is a fit model.

Hypothesis Testing

Table 2. Hypothesis Test

	Estimate	S.E.	C.R.	P
SL => IB	0,654	0,165	3,968	0,000
HSM => IB	0,511	0,135	3,791	0,000
FI => SI=> IB	0,788	0,179	4,393	0,000
FI => SI=> IB	0,046	0,084	0,541	0,589

Source: Data results processed by the year 2024

Based on the results of Table.2, it is known that the C.R value (*critical ratio*) to determine the influence of the Shopping lifestyle variable on the impulse buying variable of 3.968 is greater than the requirement of 1.96, and the probability value of 0.000 is less than 0.05. Therefore, the Shopping lifestyle variable affects the impulse buying variable. This is because the higher the level of Shopping Lifestyle, the higher the level of impulse buying by consumers in Shopee e-commerce. The study results are by the research (Pipih et al., 2020) that the higher the consumer's shopping lifestyle, the higher the consumer's impulse buying and vice

versa. So, the shopping lifestyle is one of the consumer factors in impulse buying. This shows that consumers prefer to spend their time and money shopping to meet all their needs and desires (Mahmudah, 2020).

Based on the results of Table.2, it is known that the C.R. (*critical ratio*) value to determine the influence of the Hedonic Shopping Motivation variable on the impulse buying variable of 3.791 is greater than the requirement of 1.96, and the probability value of 0.000 is less than 0.05. So, the Hedonic Shopping Motivation variable affects impulse buying. This is because the more significant the consumer's hedonistic behavior in shopping, the more Impulse Buying behavior can increase. The results of this study also support previous research conducted by (Rismawati & Firmantyas, 2022), who researched "The Effect of Hedonic Shopping Motivation and Shopping Lifestyle on E-Impulse Buying of Padang State University Students in Lazada.co.id". The study explained that hedonic shopping motivation positively and significantly affected the e-impulse buying of Padang State University students in Lazada.co.id.

Based on the results of Table.2, it is known that the C.R value (*critical ratio*) to determine the influence of fashion involvement on the Shopping lifestyle variable on the impulse buying variable of 4.393 is greater than the requirement of 1.96, and the probability value of 0.000 is less than 0.05. Therefore, the fashion involvement variable of shopping lifestyle to the variable of buying impulse in this study is accepted. This is because consumers feel that fashion can show a person's characteristics, so they decide to buy the product even though they are interested in the product sold in e-commerce (Rio Shpautra et al., 2024).

Based on the results of Table.2, it is known that the value of C.R (*critical ratio*) to determine the influence of the role of fashion involvement on the Hedonic Shopping Motivation variable on the impulse buying variable of 4.393 is greater than the requirement of 1.96 and the probability value of 0.000 is less than 0.05. Therefore, it can be concluded that the fashion involvement variable does not interpret the Hedonic Shopping Motivation variable to the buying impulse variable in this study, which is rejected. This is because consumers with a high hedonistic shopping trait are not likely to dress fashionably and do not always follow the latest clothing model trends. When the latest product comes out, it turns out that it cannot affect the impulse to buy (Humairoh et al., 2023).

CONCLUSION

Based on the results of the study, it can be concluded that the shopping lifestyle variable affects the impulse buying variable, the hedonic shopping motivation variable affects the impulse buying variable, the fashion involvement variable can issue the Shopping lifestyle variable to the impulse buying variable and the fashion involvement variable cannot issue the Shopping lifestyle variable to the impulse buying variable. The suggestion in this study is that e-commerce is expected to be able to maintain, protect, maintain, and continue to improve the best service to Shopee users; in addition to that, it also continues to innovate because considering that information technology today continues to develop and the digital world is getting tighter. In addition, for further research, the research object can

be changed, and different variables such as positive emotion, sales promotion, and price discount can be added so that it can reveal a broader picture of impulse buying.

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